



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Blanchard, Olivier. (2015). *Social Media ROI: Mengelola dan Mengukur Penggunaan Media Sosial pada Organisasi Anda*. (S. Kurniali & L. Natalia). Jakarta: Elex Media Komputindo.
- Cornelissed, J. (2014). *Corporate Communication: A Guide to Theory & Practice* (4th Ed.). London: sagge Publications.
- Coulter, K. S., and Roggeveen, A. (2012). “*Corporate Facebook pages: when ‘fans’ attack*”, *Journal of Business Strategy*.
- Darmawan. (2015). “*Content marketing: Panduan pemula dalam melakukan pemasaran konten*”.
- Davanzo, Claudio. (2017). *Why communication is key for building on effective brand*. Diakses dari Purpose Media website
<https://www.purposemedia.co.uk/2017/05/communication-building-effective-brand/>
- Keller, Kevin. L. (2013). *Strategic Brand Management; Building Measuring and Managing Brand Equity* (4th Ed.). England: Pearson Education Limited.
- Kotler, P., & Amstrong, G. (2018). *In Principle of Marketing*. Pearson Limited Education.
- Kotler, Philip & Keller, Kevin Lane. (2012). *Marketing Management* (14th ed). United State : Pearson
- Linaschke, J, 2011. “*Getting the Most From Instagram*”.Berkeley: Peachprit Press.
- Miles, Jason. (2014). *Instagram Power: Build Your Brand and Reach More Customers with The Power of Pictures*. N/a: McGraw-Hill Education.
- Safko, Lon. (2010). *The Social Media Bible : Tactics, Tools, & Strategies For Business Success*. Inovative Thinking, LLC. United States of America.

- Shimp, T. A. (2014). *Komunikasi Pemasaran Terpadu dalam Perikalan dan Promosi*. Jakarta: Salemba Empat.
- Palmer, A., and Koenig-Lewis, N. (2009), “*An experimental, social network-based approach to direct marketing*”, *Direct Marketing: An International Journal*.
- Solis, Brian. (2010). *The Complete uide for Brands and Businesses to Build Cultivate, and Measure Success in the New Web*. New Jersey: John Wiley & Sons, Inc.
- Timoty, Solomon. (2016). *Why brand image matters more than you think*. Diakses dari Forbes
<https://www.forbes.com/sites/forbesagencyouncil/2016/10/31/why-brand-image-matters-more-than-you-think/#69190f4310b8>